

Case Study

TAHOORA

CLIENT:

Tahoora, largest Indian sweets shop in Chicago

LOCATION:

Chicago, Illinois, USA

INDUSTRY:

E-commerce



thanx media®

The Challenge:

Tahoora proudly owns one of the largest Indian sweet shops in Chicago however, they deliver orders across USA and Canada. With a vision to provide novelty foods, Tahoora began looking for a reliable solution provider to redesign their existing website and maximize their online presence.

The client has a wide range of the sweets and bakery items that range in shelf life from few days to months. Timing for online orders is integral to customer satisfaction and product quality. Tahoora needed a system whereby different users can order food items available for their location with consideration to the travel time and shelf life of the product. Also, the client wanted to integrate the new website with their existing accounting ERP and delivery center.

The Solution:

Tahoora wanted a solution for managing the existing products, to enhance the look and feel of the website, and to make the site navigation more user-friendly, as well as to increase conversions and ensure delivery in a timely manner. After careful analysis, the best course would be to completely revamp the website using the Magento platform. Tahoora decided to work with web design and development company, theSOULwithin, in conjunction with Thanx Media, a leading e-commerce solutions value-added reseller.

Features of the Magento-based platform include:

- Standard e-commerce features allow customers to have an expected online shopping experience: to easily search, purchase, and ship desired handmade products. Integrating the shopping cart, discount coupons, a wish list, and payment gateway is paramount.
- FedEx shipping gateway was integrated to show customers the best, most convenient and timely shipping options available for the product selected.
- Product category banners are included on the site to help drive awareness and product findability.
- Label printing for easy organization and tracking.
- Bulk order management for large or corporate orders are handled without hassle or complication.
- 3rd party accounting software integration so that current and future systems can easily be implemented without impeding a sale or website functionality.
- Website Analytics show shares, clicks, site visits, purchases, and more to help guide and inform the behavior of customer, strengths and weaknesses on the site, and areas of improvement to better harness the customer experience.
- Social Media Integration is included for Facebook, Google+, Pinterest, and Twitter so that users can share the products from the Tahoora site with their friends on social media.

The Result:

After Tahoora launched the newly designed site with updated e-commerce functionality, they found the number of sales increased and that large numbers of users are visiting the site, prompting new avenues for prospective conversions.

"It is a pleasure to work with the team; they are professional, timely, and responsive to all of my questions and concerns. A great partnership and one I hope will continue for many years to come." — *Tahoora Representative*

ABOUT TAHOORA:

Tahoora was founded in 1996 with a vision to provide the people of our community in Chicago the taste of Indian novelty foods. The Tahoora family's dedication to quality and excellence, and upholds the meaning of the shop's name: pure and clean.

Tahoora's signature attraction is its wide selection of mithai, and have since added savory foods, including famed specials of halwa-puri, falooda, and kulfi. As we continue the custom of simple and satisfying desserts, handcrafted from the best ingredients that are always just right, our hope is that Tahoora will be loved for simply have the pleasure of good taste. For more information, visit www.tahoora.com.

ABOUT THANX MEDIA AND theSOULwithin

Thanx Media provides e-commerce solutions to growing online retailers. Thanx's combination of reselling proven software and delivering focused strategy and professional services drives growth, sales, and customer satisfaction. For more information, visit www.thanxmedia.com.

As a trusted Thanx Media partner, theSOULwithin is a boutique Chicago-based website design/development and SEO consulting firm. Their clients range from start-ups to large businesses to agencies. To find out how theSOULwithin can create a unique web presence for your organization, visit them at www.thesoulwithin.com.